

FIG. 1

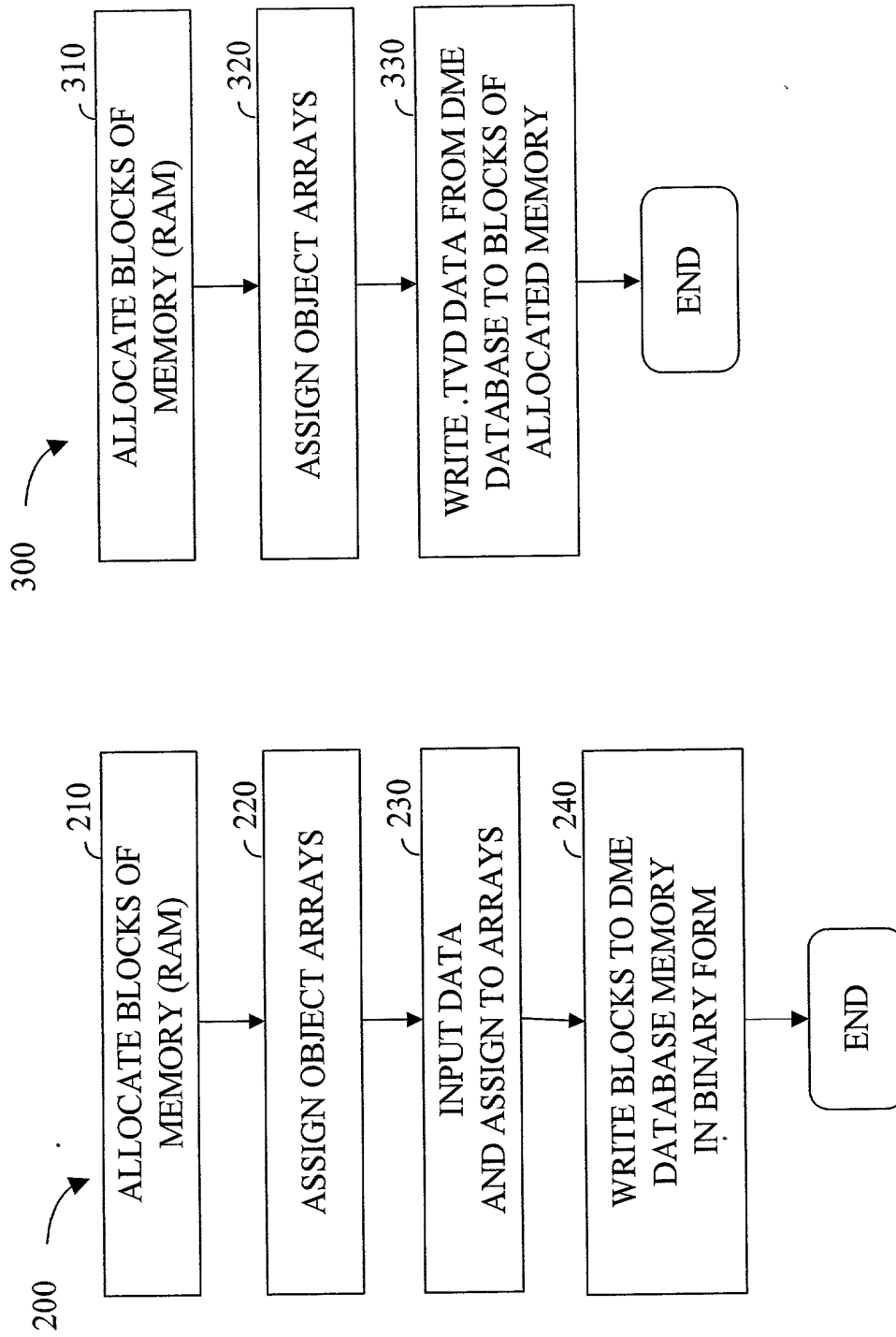
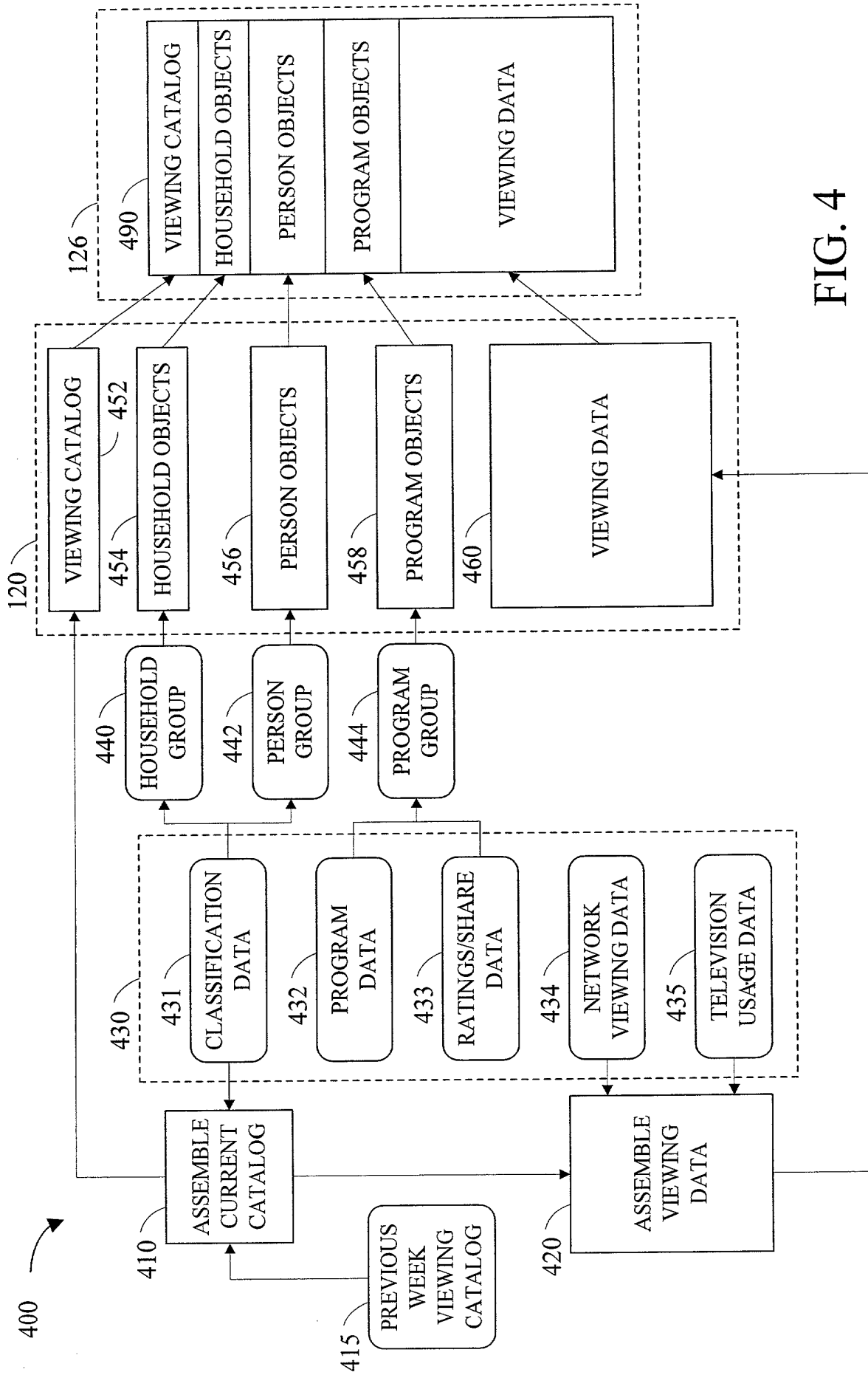


FIG. 2

FIG. 3

FIG. 4



AGE RANGE (YEARS)	REPRESENTATION (HEX)	REPRESENTATION (BINARY)
2-5	1H	1
6-8	2H	10
9-11	3H	100
12-14	4H	1000
15-17	8H	10000
18-20	20H	100000
21-24	40H	1000000

FIG. 5

091462 032204
FOUO "22947850



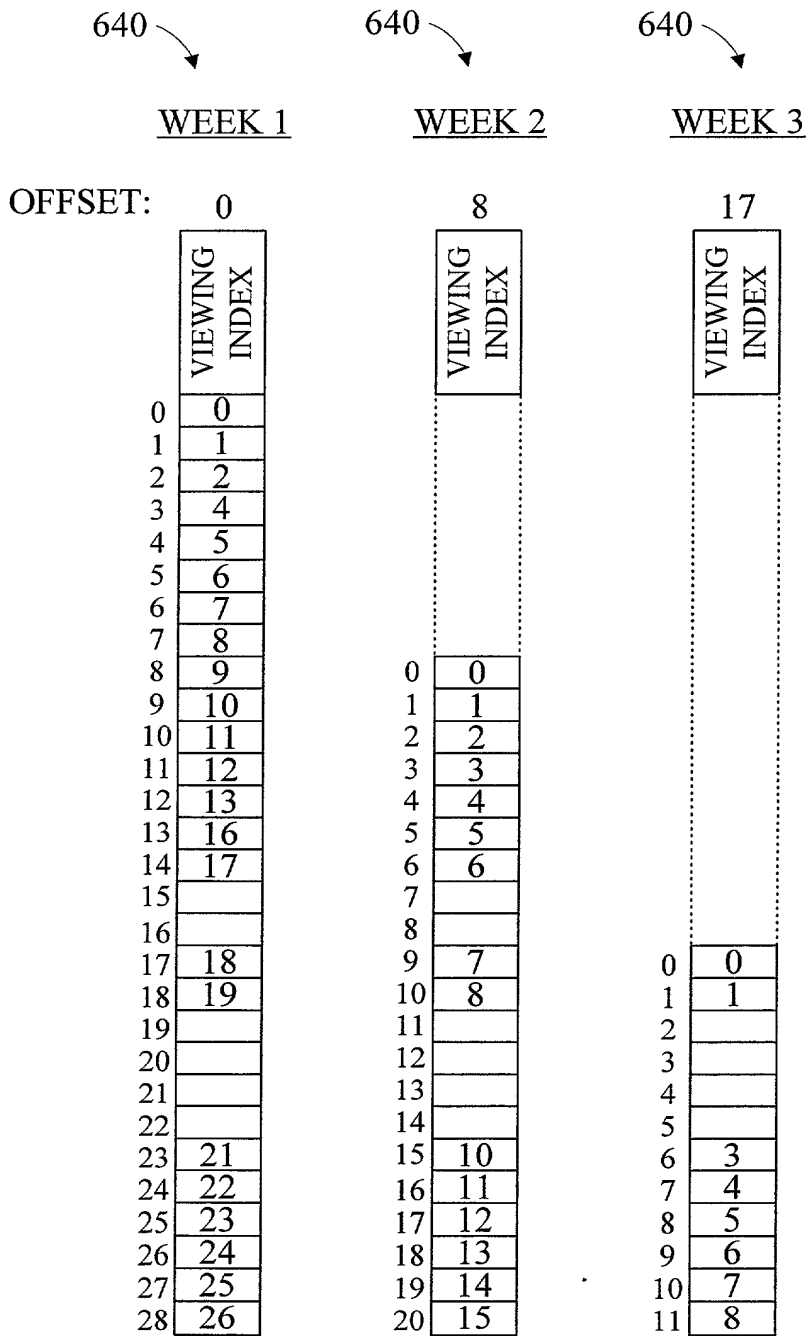


FIG. 7

0344350

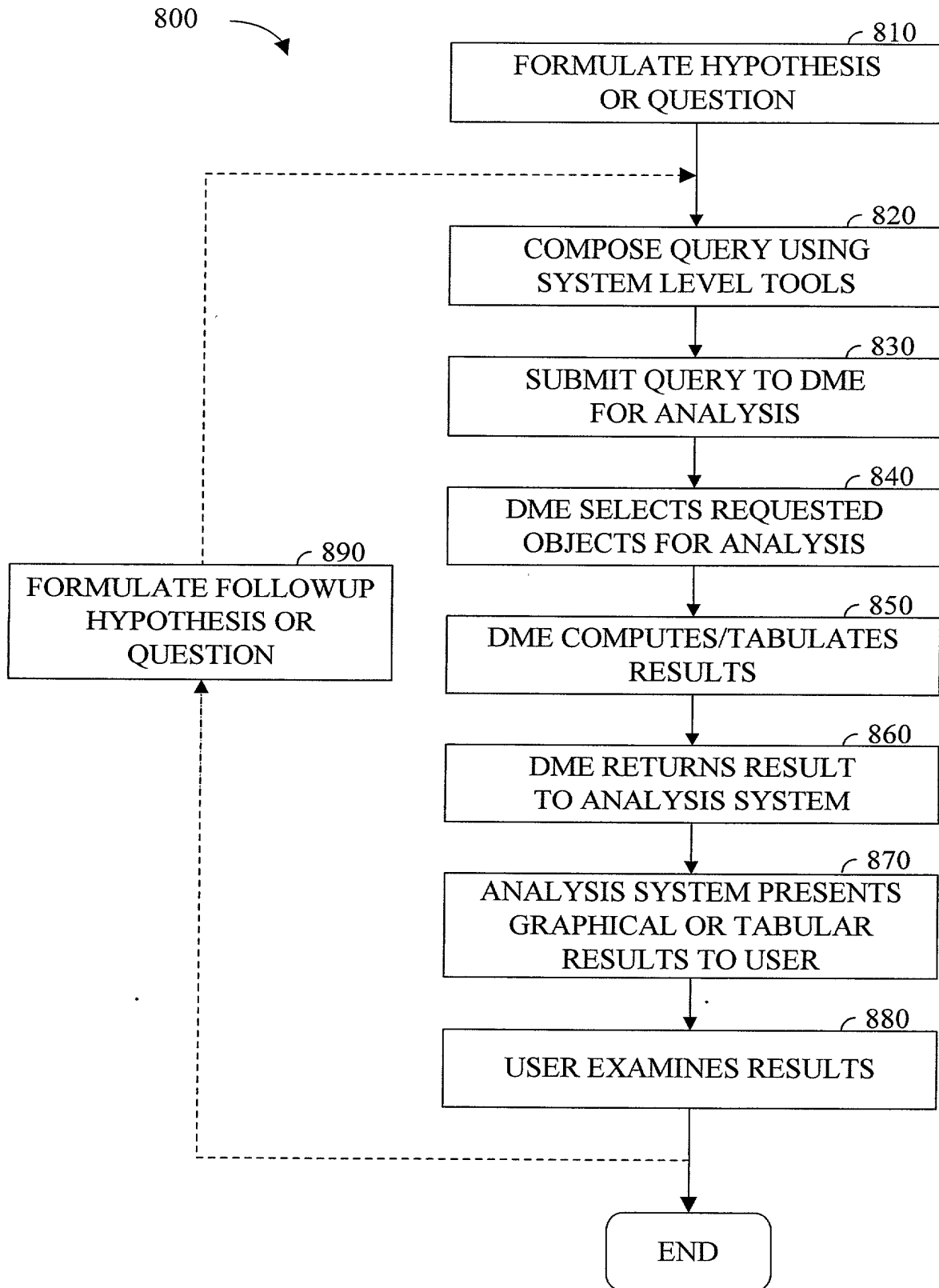


FIG. 8

Cross Tabulation											
FRIENDS											
Thursday, May 22, 1997 8:00 PM											
	Programs for the Week of Apr 21, 1997	Type	Day of Week	Start Time	Half Hour	Net	Number Viewing Both	Number Viewing Only FRIEND	Number Viewing Only This	% of FRIEND Audience in This	% of This Audience in FRIEND
1	BOY MEETS WORLD	CS	Fri	8:30 PM	8:30 PM	ABC	14	342	117	3.9	10.7
2	HIGH INCIDENT	OP	Thu	8:00 PM	8:00 PM	ABC	4	347	101	1.1	3.8
3	LOIS & CLARK	A	Sat	8:00 PM	8:00 PM	ABC	7	323	83	2.1	7.8
4	LOIS & CLARK	A	Sat	8:00 PM	8:30 PM	ABC	11	319	110	3.3	9.1
5	GRACE UNDER FIRE	CS	Wed	8:00 PM	8:00 PM	ABC	20	330	127	5.7	13.6
6	COACH	CS	Wed	8:30 PM	8:30 PM	ABC	32	318	159	9.1	16.8
7	TURNING POINT SP ED-4/27	DN	Sun	8:00 PM	8:30 PM	ABC	13	336	141	3.7	8.4
8	HOME IMPROVEMENT SP-4/2	CS	Tue	8:00 PM	8:00 PM	ABC	36	309	235	10.4	13.3
9	TURNING POINT SP ED-4/27	DN	Sun	8:00 PM	8:00 PM	ABC	9	340	101	2.6	8.2
10	HIGH INCIDENT	OP	Thu	8:00 PM	8:30 PM	ABC	8	343	128	2.3	5.9
11	STORY OF MOTHERS/DAUGH	GV	Mon	8:00 PM	8:30 PM	ABC	16	325	108	4.7	12.9
12	STORY OF MOTHERS/DAUGH	GV	Mon	8:00 PM	8:00 PM	ABC	13	328	99	3.8	11.6
13	FAMILY MATTERS	CS	Fri	8:00 PM	8:00 PM	ABC	16	340	128	4.5	11.1

FIG. 9

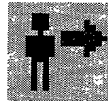


FIG. 10

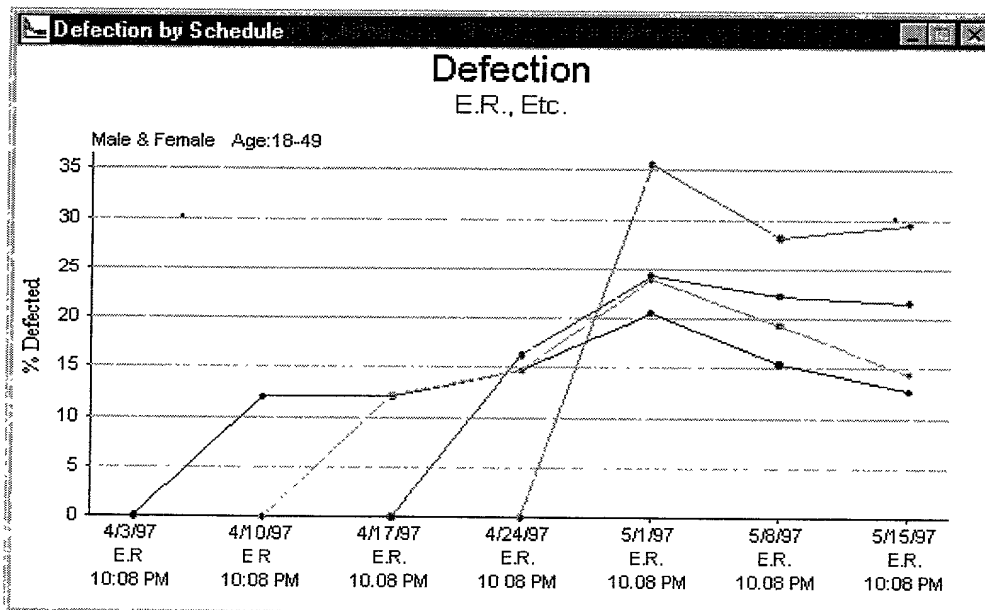


FIG. 11

0	6:23	7:23 n	7:53	8:38 N	9:38 A	11:53			
1	6:23	7:23 n	8:23	8:38 N	9:38 A	11:53			
2	7:53	8:38 N	9:08 A	11:53					
3	8:38	9:38 N	11:53						
4	7:08	7:53 n	9:23 A	10:53 C	11:23 n	11:53 C			
5	7:08	7:53 n	9:23 A	10:53 C	11:23 n	11:53 C			
6	7:53	9:08 F	10:08	10:38 n	11:53				
7	7:53	9:08 F	10:08	10:38 n	11:53				
8	8:38	9:08 F	11:53						
9	6:23 n	6:53 N	8:23	9:23 N	9:53 F	10:53	11:23 n	11:53	
10	6:23 n	6:53 N	11:53						
11	6:23	6:53 N	8:23	9:23 N	11:53				
12	11:53								
13	6:23	6:53 N	8:53	9:23 N	9:53 F	10:53	11:23 n	11:53	
14	8:53	9:23 N	9:53 F	10:53	11:23 n	11:53			
15	8:53	9:23 N	9:53 F	11:53					
16	11:53 O								
17	11:53 O								
18	6:53	7:53 n	8:23 F	10:38	11:53 n				
19	6:53	7:53 n	8:23 F	10:38	11:53 n				
20	11:53								
21	6:53	8:38 n	9:53 C	10:23 N	10:53	11:23 n	11:53		
22	9:23	9:53 C	10:23 N	10:53	11:23 n	11:53			
23	6:53	8:38 n	9:53 C	11:53					
24	7:53	8:38 n	8:53 C	11:53					
25	7:53	8:38 n	11:53						
26	11:53								

FIG. 12

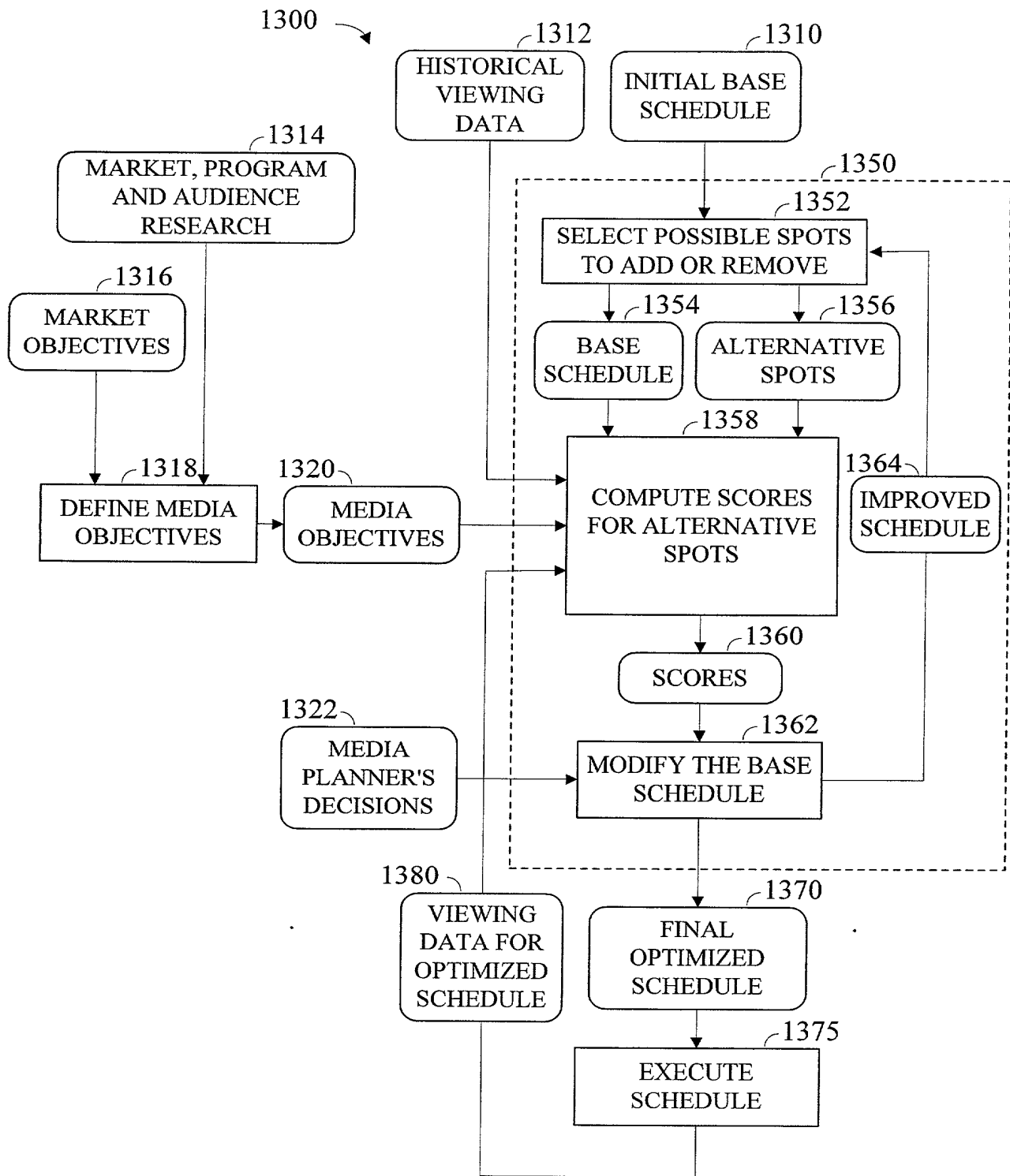


FIG. 13

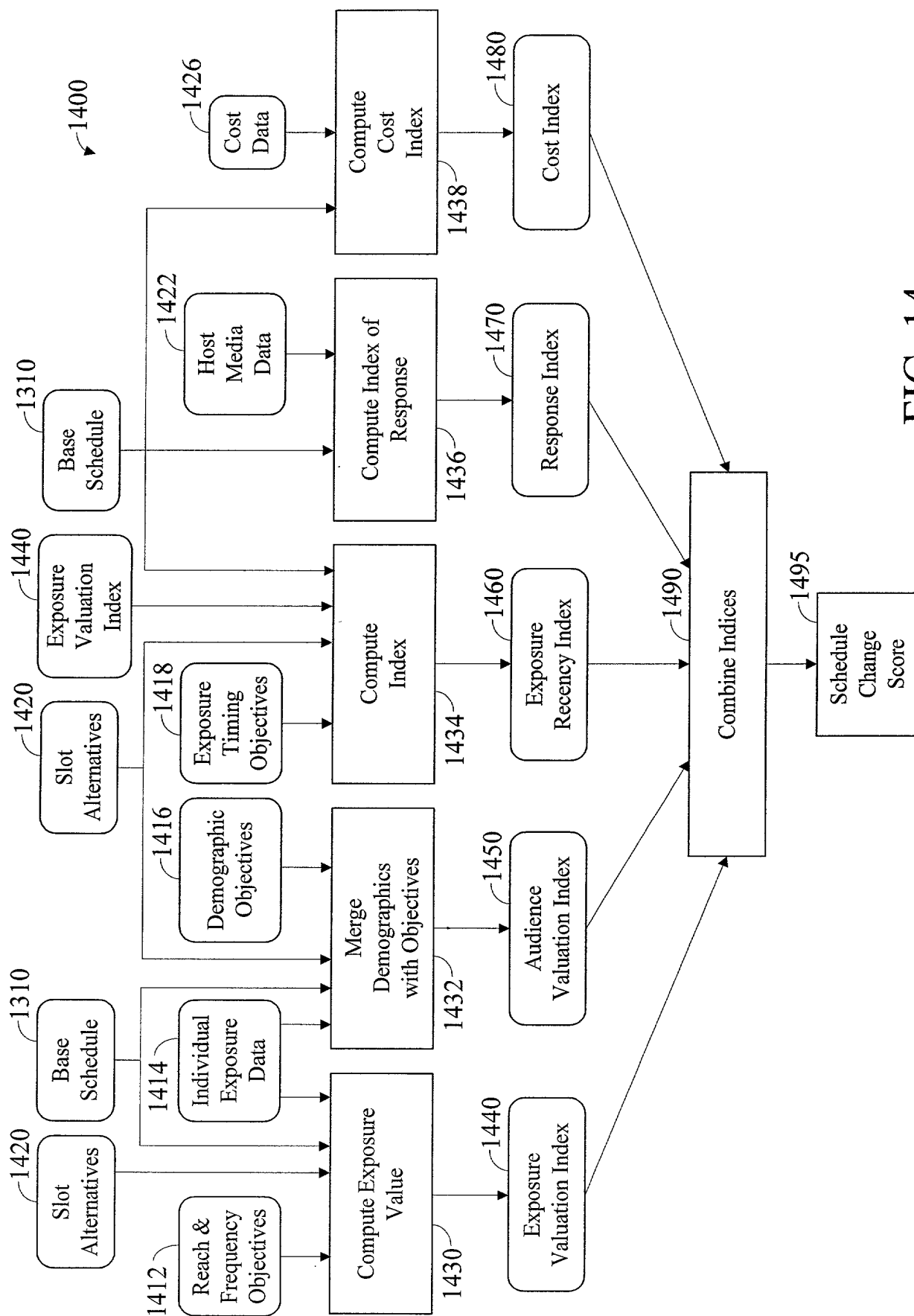


FIG. 14

	AUDIENCE MEMBERS									
SPOTS	1	2	3	4	5	6	7	8	9	10
A		Y		Y						
B	Y		Y	Y				Y		
C		Y					Y			Y
D	Y			Y		Y	Y	Y		
VALUE	0.8	0.0	0.0	1.0	0.0	0.4	0.8	0.8	0.0	0.0

FIG. 15

FREQUENCY	VALUE
1	0.4
2	0.8
3	1.0
4-6	0.8
7-10	.2
11+	0.0

FIG. 16

09:46:23 03/22/24
102220 22471550

AGE RANGE	VALUE
0 -17	0
18 - 34	1.0
35 - 49	.7
50+	.4

FIG. 17

HOUSEHOLD INCOME RANGE PER YEAR	VALUE
\$0 - \$25k	.6
\$26k - \$35k	.85
\$36K+	1.0

FIG. 18

20250324 1350

FOUO 22941350

SCORING TECHNIQUE	ASSUMPTIONS	REQUIRED DATA
AVERAGE FREQUENCY	<ul style="list-style-type: none"> * Higher frequency is better. * Most audience members in a group are exposed near an average number of times. 	<ul style="list-style-type: none"> * Total reach. * Total impressions.
EFFECTIVE FREQUENCY	<ul style="list-style-type: none"> * Exposures fewer than a given number are not effective. * Additional exposures beyond the given number are also not effective. 	<ul style="list-style-type: none"> * Summary frequency distribution data.
REACH	<ul style="list-style-type: none"> * Coverage is more important than repetition. * A single exposure has value. 	<ul style="list-style-type: none"> * Total reach.
WEIGHTED EFFECTIVE FREQUENCY	<ul style="list-style-type: none"> * All advertising exposures may have some value. * The value of exposure is different for each frequency level, and can depend on many factors. 	<ul style="list-style-type: none"> * Frequency tabulations for individual audience members.
TIME WEIGHTED EFFECTIVE FREQUENCY	<ul style="list-style-type: none"> * Recent exposures have greater value than more distant ones. * Distributed exposures for individuals over time is more valuable than closely clustered exposures. 	<ul style="list-style-type: none"> * Exposure timing data for individual audience members.

FIG. 19

PERSON	SCHEDULE A	SCHEDULE B
1	1	3
2	1	3
3	7	3
AVERAGE FREQUENCY	3	3

FIG. 20

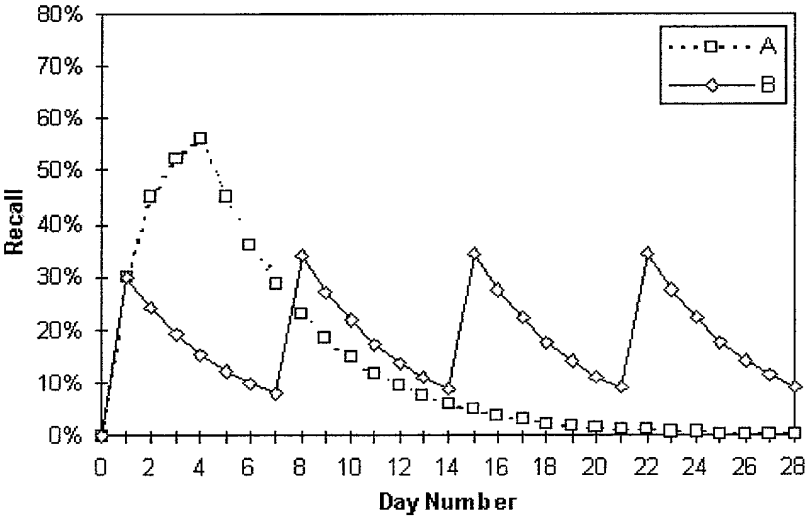


FIG. 21

NUMBER OF EXPOSURES	AUDIENCE COUNT
0	44
1	32
2	15
3	7
4	2

FIG. 22

EXPOSURE NUMBER	INDEX VALUE
1	0.5
2	0.8
3	1.0
4	0.6
5	0.3

FIG. 23

09249249.0000
T0222E0"2222T260

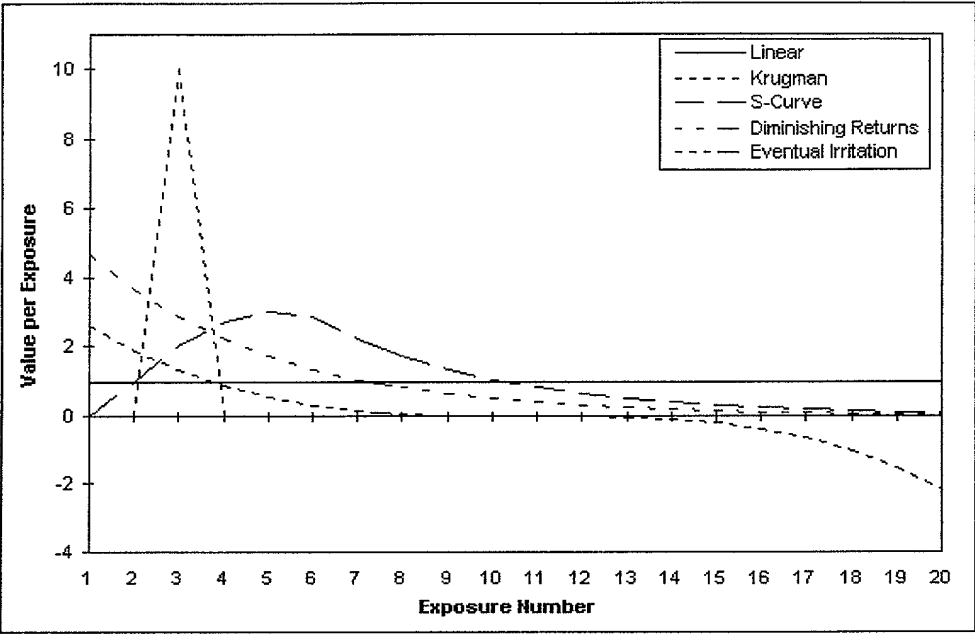


FIG. 24

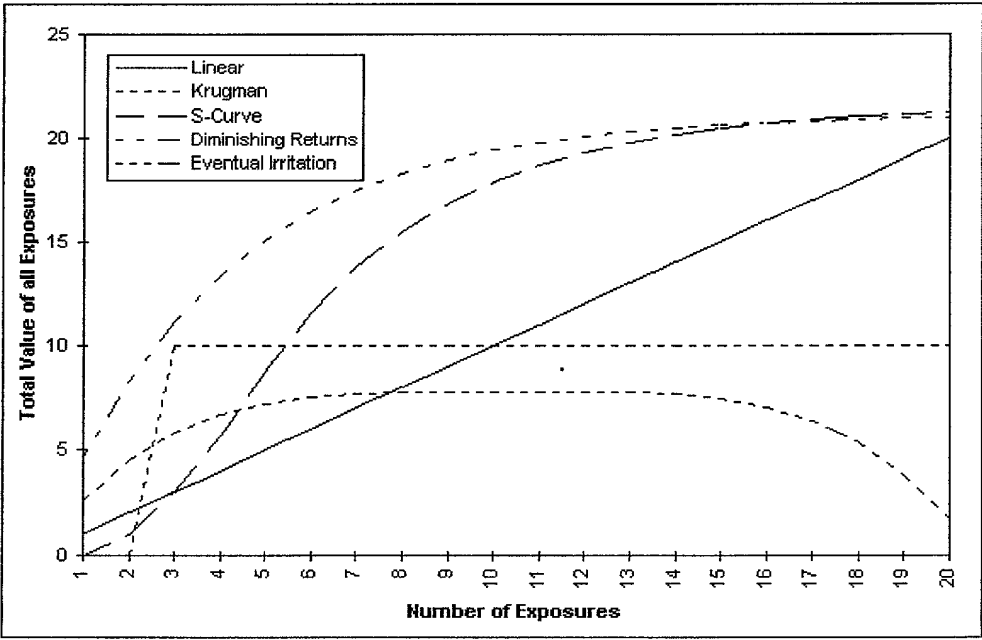


FIG. 25

FREQUENCY	LINEAR	KRUGMAN	DIMINISHING RETURNS	EVENTUAL IRRITATION	S-CURVE
1	1	0	4.7	2.6	0.0
2	1	0	3.6	1.9	1.0
3	1	10	2.8	1.3	2.0
4	1	0	2.2	0.9	2.7
5	1	0	1.7	0.5	3.0
6	1	0	1.3	0.3	2.8
7	1	0	1.0	0.2	2.2
8	1	0	0.8	0.1	1.7
9	1	0	0.6	0.0	1.3
10	1	0	0.5	0.0	1.0
11	1	0	0.4	0.0	0.8
12	1	0	0.3	0.0	0.6
13	1	0	0.2	0.0	0.5
14	1	0	0.2	-0.1	0.4
15	1	0	0.1	-0.2	0.3
16	1	0	0.1	-0.4	0.2
17	1	0	0.1	-0.7	0.2
18	1	0	0.1	-1.0	0.1
19	1	0	0.1	-1.5	0.1
20	1	0	0.0	-2.2	0.1

FIG. 26

PERSON NUMBER	EXPOSURE FOR BASE SCHEDULE	VIEWED ADDITIONAL SPOT	EXPOSURE VALUATION CURVE				
			LINEAR	KRUGMAN	DIMINISHING RETURNS	EVENTUAL IRRITATION	S-CURVE VALUE
1	1	Y	1	0	3.6	1.9	1.0
2	4	N					
3	0	Y	1	0	3.6	1.9	0.0
4	0	N					
5	6	Y	1	0	3.6	1.9	2.2
6	2	Y	1	0	3.6	1.9	2.0
7	13	Y	1	0	3.6	1.9	0.4
8	0	Y	1	0	3.6	1.9	0.0
9	0	N					
10	0	N					
11	2	N					
12	4	Y	1	0	3.6	1.9	3.0
13	. 9	N					.
14	1	Y	1	0	3.6	1.9	1.0
15	0	N					
TOTAL SCORE			8.0	10.0	22.4	10.9	9.6

FIG. 27

102220" 22941850

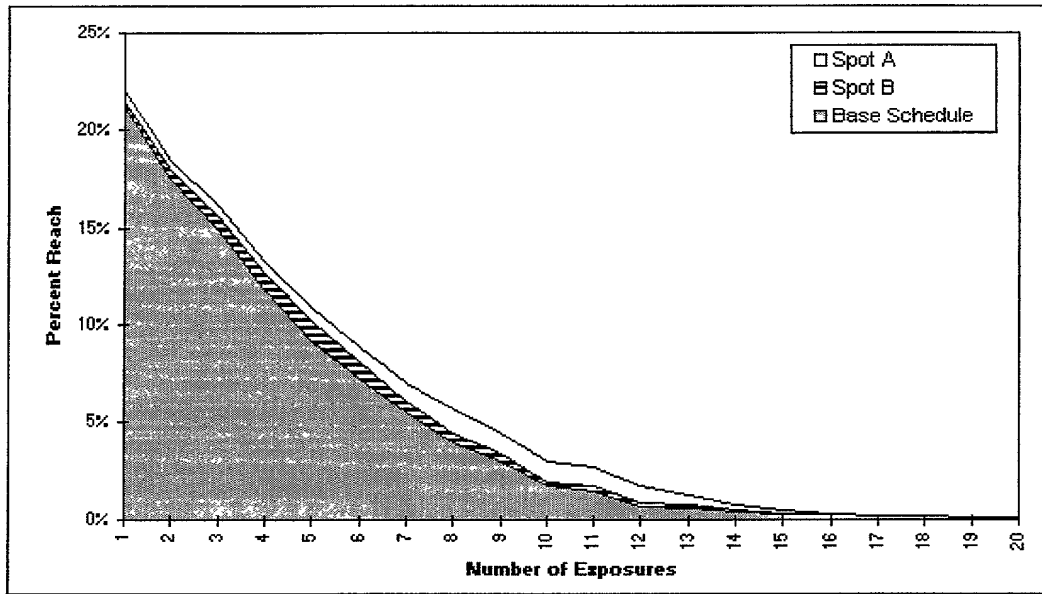


FIG. 28

EXPOSURE NUMBER	INDEX VALUE
1	10
2	0.0
3	0.0
4	0.0
5	0.0

FIG. 29

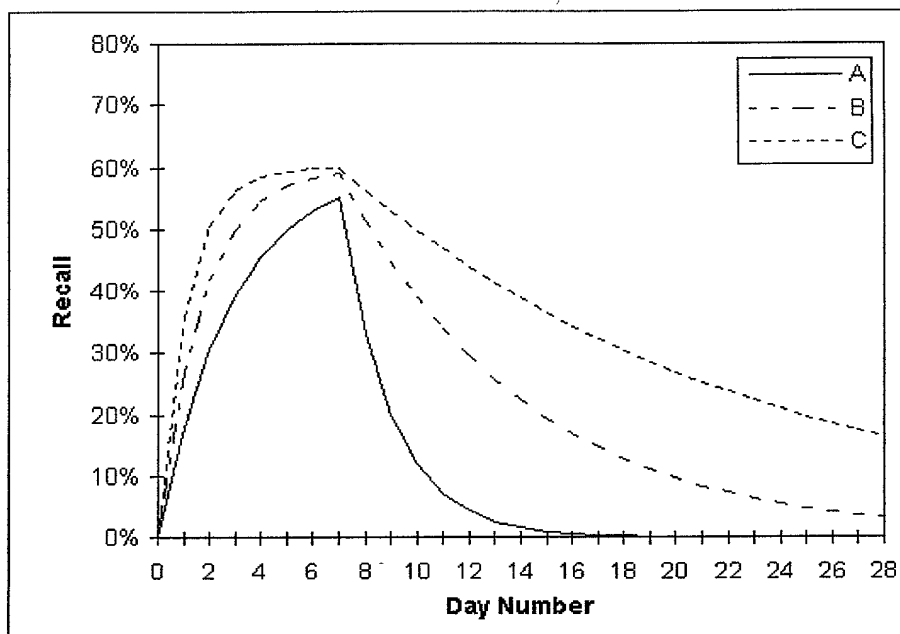


FIG. 30

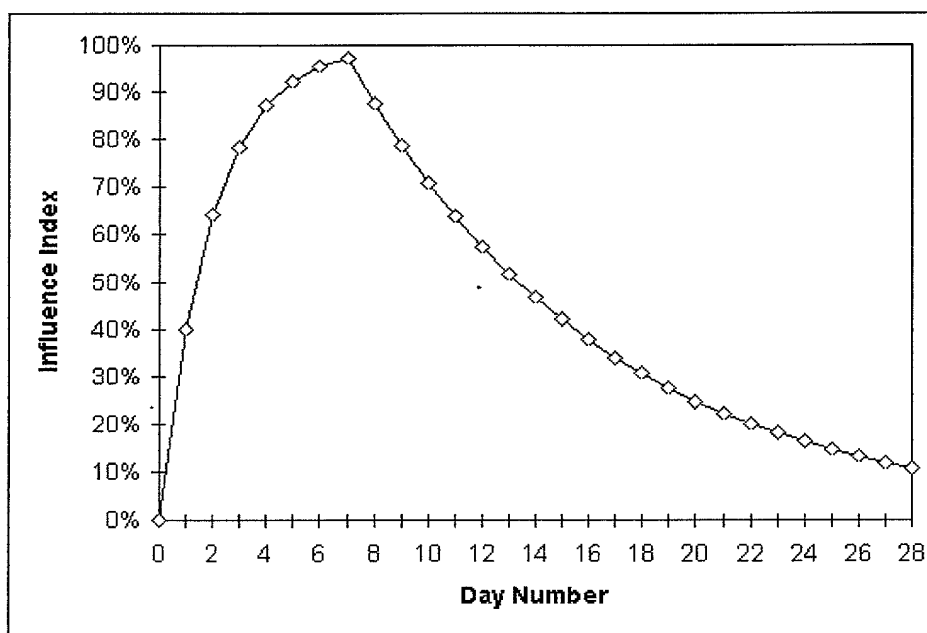


FIG. 31

03014523 032204
102220 " 22541350

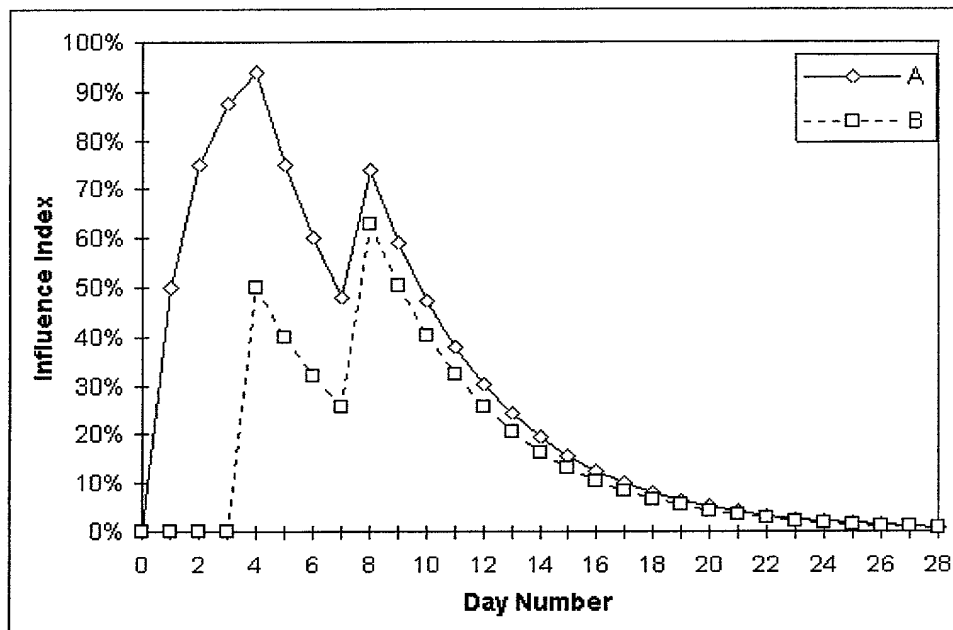


FIG. 32

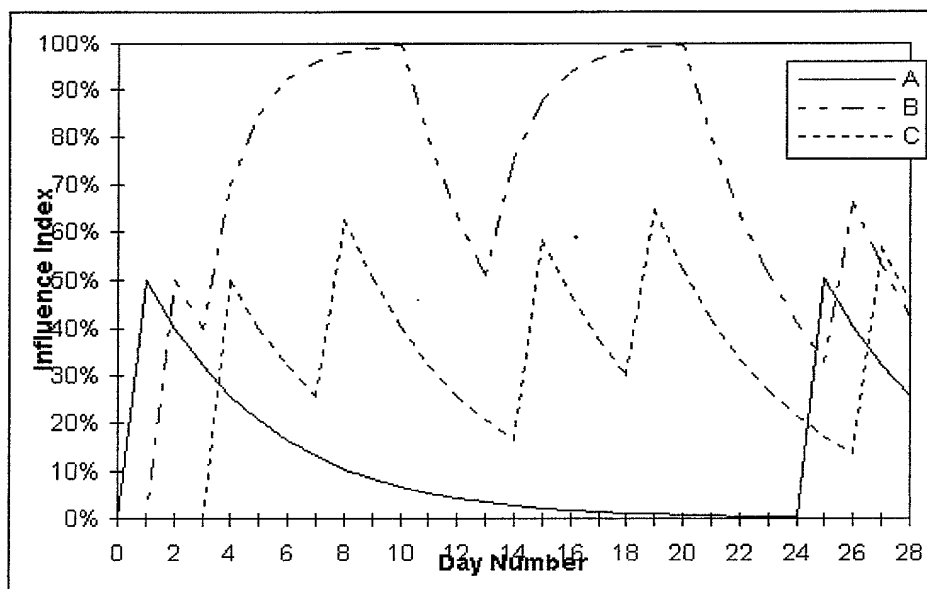


FIG. 33

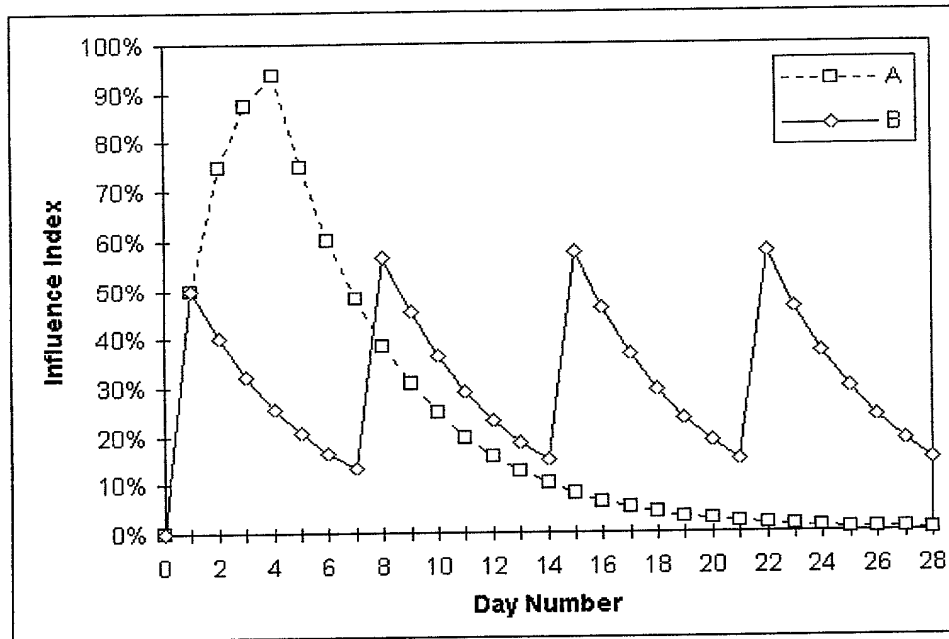


FIG. 34

PERSON #	EXPOSURE							ALTERNATIVE A							TOTAL	ALTERNATIVE B							TOTAL	ALTERNATIVE C							TOTAL			
	1	2	3	A	B	C	5	6	7	1	2	3	4	5	6	7	TOTAL	1	2	3	4	5	6	7	TOTAL	1	2	3	4	5	6	7	TOTAL	
	8:00 p.m.							8:00 p.m.								9:00 p.m.								10:00 p.m.										
1	Y				Y				Y	40	36	32	29	26	24	54	242	40	36	32	29	53	48	69	338	40	36	32	29	26	24	54	242	
2	Y									40	36	32	29	26	24	21	209	40	36	32	29	26	24	21	209	40	36	32	29	26	24	21	209	
3			Y	Y	Y		Y					40	64	58	75	67	303			40	36	32	59	53	221			40	64	58	75	67	303	
4																																		
5						Y	Y	Y						40	64	78	182													40	64	78	182	
6	Y				Y					40	36	32	29	26	24	187		40	36	32	29	26	24	187		40	36	62	55	50	45	288		
7			Y	Y	Y		Y		Y			40	64	58	52	71	285			40	36	32	29	57	195			40	64	58	52	71	285	
8																																		
9					Y				Y							40	40					40	36	32	59	168						40	40	
10	Y		Y		Y	Y	Y	Y		40	36	62	77	86	92	392			40	36	62	77	86	92	329		40	36	62	77	86	92	392	
11							Y							40	36	32	108					40	36	32	108					40	36	32	108	
12			Y		Y							40	36	32	29	26	164				40	36	32	29	26	164			40	64	58	52	47	260
13																																		
14	Y	Y	Y	Y	Y		Y			40	64	78	87	78	87	78	513	40	64	78	87	78	87	78	513	40	64	78	71	64	78	70	465	
15	Y		Y						Y	40	36	32	29	26	56	220			40	36	32	29	26	56	220		40	36	32	29	26	56	220	
16																																		
17	Y				Y			Y		40	36	32	29	26	56	50	270	40	36	32	29	53	72	65	358	40	36	32	29	26	56	50	270	
18		Y			Y					40	36	32	29	26	24	187			40	36	62	55	50	45	288		40	36	32	29	26	24	187	
19				Y					Y				40	36	32	59	168							40	40						40	40		
20	Y									40	36	32	29	26	24	21	209	40	36	32	29	26	24	21	209	40	36	32	29	26	24	21	209	
GRAND TOTAL:										3678.9							3729.7							3699.5										

FIG. 35

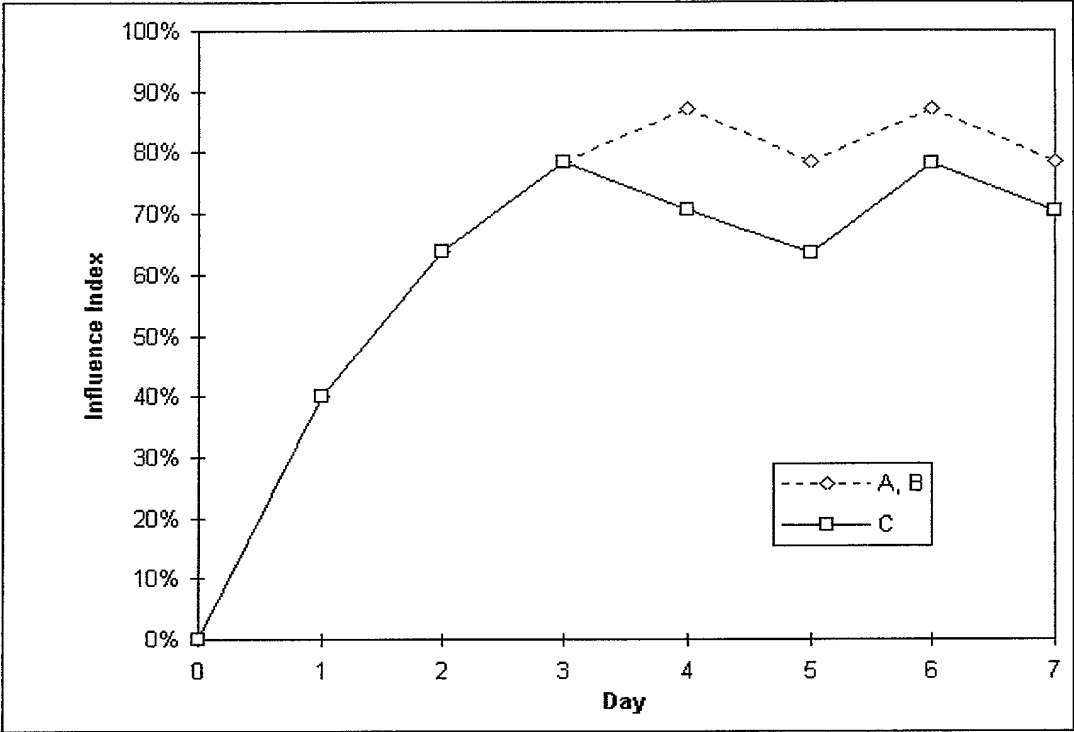


FIG. 36

AGE	GENDER	INDEX VALUE
1-11	F	
12-18	F	0.3
19-27	F	0.6
28-40	F	1.0
40+	F	0.7
0-27	M	
28-40	M	0.5
40+	M	

FIG. 37

HOUSEHOLD INCOME	INDEX VALUE
0-10K	
11-29K	0.5
30-40K	0.7
40K+	1.0

FIG. 38

COUNTY SIZE	INDEX VALUE
A COUNTIES	1.0
B COUNTIES	0.8
OTHER	

FIG. 39

DAYS TO DECISION	INDEX VALUE
0	1.0
1	0.6
2	0.3
3+	0.0

FIG. 40

09014622.032204
FOI# 2247850

EXPOSURE VALUATION													AUDIENCE VALUATION						INDIVIDUAL SUBTOTALS												
PERSON #	1	2	3	4	4	4	5	6	7	Weighted Effective Frequency			Time Weighted Effective Frequency			Age	Gender	Index Value	Income	Index Value	County	Index Value	Weighted Effective Frequency Score			Time Weighted Effective Frequency Score					
										A	B	C	A	B	C								A	B	C	A	B	C	A	B	C
1	Y				Y				Y		0.5	0.5	0.5	242	338	242	23	M		16	0.5	A	1.0								
2	Y										1.0	1.0	1.0	209	209	209	54	M		45	1.0	B	0.8								
3			Y	Y		Y					1.0	1.0	1.0	303	221	303	52	F	0.7	45	1.0	B	0.8	0.56		170	124	170			
4											1.0	1.0	1.0				17	F	0.3	45	1.0	B	0.8					40			
5							Y	Y	Y		1.0	1.0	1.0	182	182	182	14	F	0.3	45	1.0	B	0.8			44	44	44			
6	Y					Y					0.5	0.5	0.5	187	187	288	29	M	0.5	18	0.5	A	1.0			47	47	72			
7			Y	Y		Y					0.5	0.5	0.5	285	195	285	29	F	1.0	18	0.5	A	1.0	0.5		142	98	142			
8											0.5	0.5	0.5				6	M		18	0.5	A	1.0								
9					Y				Y		1.0	1.0	1.0	40	168	40	38	F	1.0	43	1.0	A	1.0	0.5		40	168	40			
10	Y		Y	Y	Y	Y			Y					392	329	392	68	F	0.7	9		C									
11							Y				0.5	0.5	0.5	108	108	108	61	F	0.7	27	0.5	B	0.8			30	30	30			
12			Y				Y				0.5	0.5	0.5	164	164	260	26	F	0.6	18	0.5	A	1.0	0.24		49	49	78			
13											1.0	1.0	1.0				61	M		53	1.0	B	0.8								
14	Y	Y	Y	Y	Y			Y			1.0	1.0	1.0	513	513	465	37	M	0.5	74	1.0	A	1.0	0.15	0.15	257	257	232			
15		Y							Y		1.0	1.0	1.0	220	220	220	36	F	1.0	74	1.0	A	1.0			220	220	220			
16											1.0	1.0	1.0				9	M		74	1.0	A	1.0								
17	Y					Y					1.0	1.0	1.0	270	358	270	35	M	0.5	74	1.0	A	1.0			135	179	135			
18		Y				Y					1.0	1.0	1.0	187	288	187	23	F	0.6	56	1.0	C									
19				Y					Y		0.7	0.7	0.7	168	40	40	22	F	0.6	33	0.7	B	0.8	0.17		56	13	13			
20	Y										0.7	0.7	0.7	209	209	209	54	F	0.7	30	0.7	C									
Exposure and Demographics SubTotals:																			1.38	0.95	1.50	1190	1228	1176							

FIG. 41

ALTERNATIVE	INDICES				WEIGHTED EFFECTIVE FREQUENCY METHOD		TIME WEIGHTED EFFECTIVE FREQUENCY METHOD	
	TIME REGENCY INDEX	RESPONSE INDEX	COST INDEX	SUBTOTAL	TOTAL SCORE	SUBTOTAL	TOTAL SCORE	
A	1.0	1.0	1.10	1.38	1.25	1190	1081	
B	1.0	1.3	1.35	0.95	0.91	1228	1183	
C	1.0	0.8	0.9	1.50	1.33	1176	1046	

FIG. 42

SCHEDULE NUMBER	NUMBER OF SLOTS	DAYS	AVERAGE INFLUENCE
1	1	1	13.5%
2	2	1, 9	24.3%
3	3	1, 9, 15	32.8%
4	3 (OPTIMIZED)	1, 6, 14	33.1%

FIG. 43

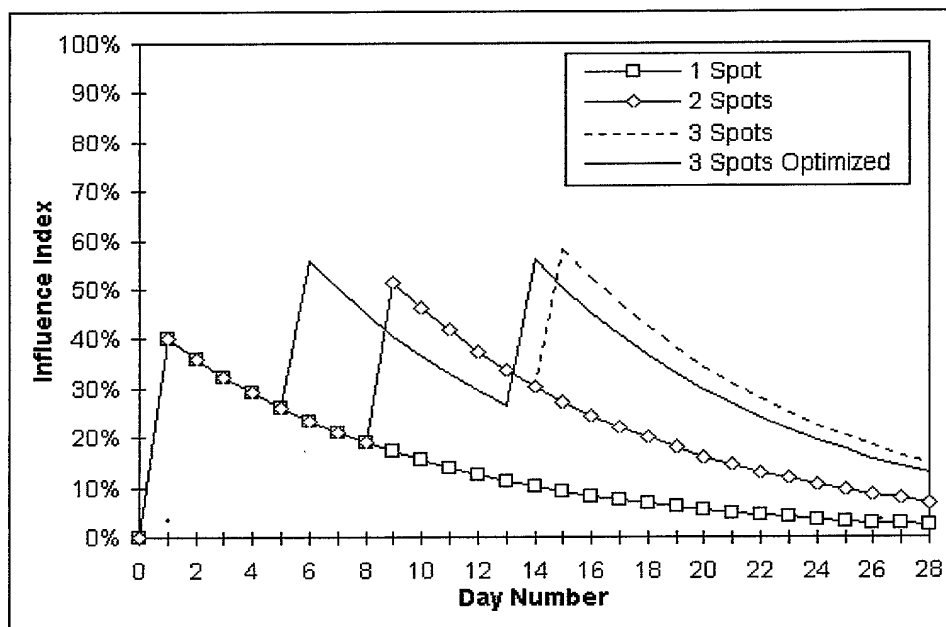


FIG. 44

Analysis Type	Source Programming Segment	Destination Programming Segment
LEAD-IN SOURCE LEAD-IN RETENTION LEAD-IN LOYALTY LEAD-IN DEFECTION	LAST QUARTER HOUR OF PREVIOUS PROGRAM	FIRST QUARTER HOUR OF SELECTED PROGRAM
IN-PROGRAM SOURCE IN-PROGRAM RETENTION IN-PROGRAM LOYALTY IN-PROGRAM DEFECTION	FIRST QUARTER HOUR OF SELECTED PROGRAM	LAST QUARTER HOUR OF SELECTED PROGRAM
LEAD-OUT SOURCE LEAD-OUT RETENTION LEAD-OUT LOYALTY LEAD-OUT DEFECTION	LAST QUARTER HOUR OF SELECTED PROGRAM	FIRST QUARTER HOUR OF SUBSEQUENT PROGRAM
TUNE-IN SHARE SWITCHING SHARE TUNE-IN + SWITCHING SHARE	LAST QUARTER HOUR OF PREVIOUS PROGRAM	FIRST QUARTER HOUR OF SELECTED PROGRAM

FIG. 45

03614622 032201

FILED " 22941850

ANALYSIS TYPE	NUMERATOR	DENOMINATOR
LEAD-IN SOURCE IN-PROGRAM SOURCE LEAD-OUT SOURCE	NUMBER OF PEOPLE WHO WATCHED BOTH THE SOURCE AND THE DESTINATION PROGRAM SEGMENTS.	NUMBER OF PEOPLE WHO WATCHED THE DESTINATION PROGRAM SEGMENT
LEAD-IN RETENTION IN-PROGRAM RETENTION LEAD-OUT RETENTION	NUMBER OF PEOPLE WHO WATCHED BOTH THE SOURCE AND THE DESTINATION PROGRAM SEGMENTS.	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT
LEAD-IN LOYALTY IN-PROGRAM LOYALTY LEAD-OUT LOYALTY	NUMBER OF PEOPLE WHO WATCHED BOTH THE SOURCE AND THE DESTINATION PROGRAM SEGMENTS.	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT AND ALSO WATCHED TELEVISION DURING THE DESTINATION PROGRAM SEGMENT
LEAD-IN DEFECTION IN-PROGRAM DEFECTION LEAD-OUT DEFECTION	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT, AND WHO WATCHED TELEVISION DURING THE DESTINATION PROGRAM SEGMENT BUT DID NOT WATCH THE DESTINATION PROGRAM SEGMENT	NUMBER OF PEOPLE WHO WATCHED THE SOURCE PROGRAM SEGMENT AND ALSO WATCHED TELEVISION DURING THE DESTINATION PROGRAM SEGMENT
TUNE-IN SHARE	NUMBER OF PEOPLE WHO WERE NOT WATCHING TELEVISION DURING THE SOURCE PROGRAM SEGMENT BUT WATCHED THE DESTINATION PROGRAM SEGMENT	NUMBER OF PEOPLE WHO WERE NOT WATCHING TELEVISION DURING THE SOURCE PROGRAM SEGMENT, BUT DID WATCH TELEVISION DURING THE DESTINATION PROGRAM SEGMENT
SWITCHING SHARE	NUMBER OF PEOPLE WHO WATCHED A COMPETING PROGRAMMING SEGMENT DURING THE SOURCE PROGRAM SEGMENT AND WHO WATCHED THE DESTINATION PROGRAM SEGMENT	NUMBER OF PEOPLE WHO WERE WATCHING TELEVISION DURING BOTH THE SOURCE AND DESTINATION PROGRAM SEGMENTS, BUT WHO CHANGED CHANNELS BETWEEN THE SOURCE AND DESTINATION PROGRAM SEGMENT TIMES

FIG. 46